



News Release

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UDOH and Subway Partner for Great American Smokeout

Free subs for anyone pledging to quit cold turkey

(SALT LAKE CITY) – In celebration of the 35th annual Great American Smokeout GASO), the Utah Department of Health's (UDOH) Tobacco Prevention and Control Program (TPCP) and all Utah Subway restaurants are encouraging Utahns to give up tobacco 'cold turkey'.

The event kicked off today at the Valley Fair Mall where TPCP and Subway were giving out free six-inch turkey subs to anyone who stopped by and pledged to quit smoking. To keep up the momentum, anyone who calls the Utah Tobacco Quit Line (1.800.QUIT NOW) between now and Tuesday, November 30 will receive a smoking cessation kit with a card good for a free six-inch sub.

"As part of the Great American Smokeout, we want to encourage smokers to make a plan to quit," said David Neville, media coordinator, UDOH, TPCP. "With their message of promoting a healthy lifestyle, Subway is the perfect partner, because eating well and quitting tobacco are two of the best ways to get healthy."

"Subway is thrilled to be a part of this event," said Trent Evans, Subway spokesperson. "We always talk about the importance of leading a healthy life, and this campaign, encouraging smokers to quit, falls right in line with that message."

For information on quitting, call the Utah Tobacco Quit Line at 1.800.QUIT.NOW or visit Utah Quit Net at www.UtahQuitNet.com. If nicotine patches and nicotine gum will help you quit smoking, the Utah Tobacco Quit Line can provide them for free.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.